

Montana Office of Tourism

2010 Montana Governor's Conference on Tourism and Recreation

2010 Montana Governor's Conference on Tourism and Recreation

Dates: April 8-9, 2010

Location: Red Lion Hotel, 20 N. Main Street, Kalispell, MT 59901, 406-751-5050, FAX 406-751-5051, www.redlion.com/kalispell

Conference Agenda (Preliminary Agenda Subject to Change)

All Conference activities take place at the Red Lion Hotel Kalispell unless otherwise noted.

Wednesday, April 7, 2010

2-8 pm **Conference Registration** - Room: Registration Desk, Exhibitor's Area

2-6 pm **Sustainable Tourism Workshop** - Trainers: Heather Burdette, Yellowstone Business Partnership, Deb Friedel, Delaware Parks North, Beth Pratt, Yellowstone National Park Lodges/Xanterra; Room: TBD

This four-hour session provides an introduction to the concept and principles for sustainable tourism, looking at the big picture of sustainability and how to break it down into manageable actions. Three individual actions will be focused on in three sessions scheduled for Thursday. Those attending all 8 hours of sustainable tourism training offered during the conference will receive a Certificate of Completion.

2-6 pm **Train the Trainer Workshop – "Passport to Service" Customer Service Training Program** - Trainer: MT Superhost; Room: TBD

Would you like to provide customer service training for your staff on your own schedule or when you only have a small number to train? Do you have a person in your business that would be a great trainer but does not have the materials to train from? Attend or send one of your representatives to learn the "Passport to Service" customer service training program developed by Montana Superhost. Receive materials to duplicate and useful tips to make your training sessions interesting and effective.

5-6 pm **National Tour Association Montana Delegates Meeting**; Room: TBD

6-7 pm **Traditional Games Demonstration/Participation Event** - Trainers: International Traditional Games Society Trainers DeeAnna Leader, Dyani Bingham, Robert Thompson; Room: TBD

7-10 pm **Welcome Reception: Glacier National Park Centennial Event/Activities** - Room: Grand Ballroom and Exhibitor's Area

Thursday, April 8, 2010

7 am **Conference Registration** - Room: Registration Desk, Exhibitor's Area

7-8:15 am **New Ambassadors Breakfast** (1st time conference attendees) – Room: Kalispell Center Mall; Sponsor: Delaware North Companies Parks and Resorts at Yellowstone

8:30-9:45 am **Welcome and Feature Presentation: Brand U: Leadership for Sustainable Tourism** - Presenter: Randy Morgan, Morgan Systems, Intl, Boise, ID; Sponsor: Yellowstone National Park Lodges/Xanterra, Room: Grand Ballroom

Known as an “educational humorist,” Randy Morgan explores the idea that just as sustainable tourism protects unique ecosystems, sustainable leaders respect our human systems. People – all of us – can really make a difference for our guests when we are being ourselves. Randy will help us discover the keys to ensuring that our people-systems are thriving with the authenticity and sustainability that make Montana’s tourism and recreation offerings special.

9:45-10:30 am **Refreshment Break** - Room: Exhibitor’s Area

10:30-11:45 am **Concurrent Break-Out Sessions & Field Trip**

- **Social Media and Your Business** – Presenters: Panel of Montana Social Media Users; Room: TBD
Through this panel discussion, learn how others in Montana’s tourism industry are integrating social media into their marketing. Hear about what has worked, what hasn’t and tools to measure and monitor your online presence. (Repeated Friday am)
- **Montana Tourism Sales Intensive (MTSI) – Part 1-** Presenter: Stuart Ellis-Myers, Uniquely Speaking, Inc.; Room: TBD
Join a two (2) part session that will empower you with immediately usable tourism sales skills, strategies, and actions so you can enjoy an incredibly efficient new sales revenue advantage in today’s harsh economic reality. If you are willing to step up and commit to the follow through demands of this program, your risk will be minimized and your rewards exceptional! (Part 2 offered at 2:15 pm)
- **Partnering for Profit in International Markets** - Presenter: Gary Schluter, Rocky Mountain Holiday Tours, Fort Collins, CO; Room: TBD
This session answers these questions: What Markets fit your property? Who and how to partner for the best and fastest results? How Receptive Tour Operators (RTO) can help you effectively reach many more potential markets!
- **Where’s the \$ (and other help) for Tourism-Related Projects?** - Presenters: Panel; Room: TBD
Learn about the Montana Commerce Department’s tourism grant programs, marketing assistance and other resources available for your tourism-related project.
- **Sustainable Tourism Workshop (cont’d from Wed. pm workshop) – Waste Stream Management** Trainers: Heather Burdette, Yellowstone Business Partnership, Deb Friedel, Delaware Parks North, Beth Pratt, Yellowstone National Park Lodges/Xanterra; Room: TBD

This session looks at waste stream management from procurement to disposal, including dumpster diving and waste diversion results from *UnCommon Sense* participants (including a waste sort exercise).

- **Lone Pine State Park Field Trip** (requires pre-registration, 30 person limit, transportation provided) - Location: Lone Pine State Park, Kalispell, MT
Just a few miles from downtown Kalispell you can enjoy the great outdoors and breathtaking vistas of the Flathead Valley at Lone Pine State Park. An interpretive program at the visitor center provides information on living with wildlife in the wildland-urban interface, along with a look at wildlife and forest ecology within the park.

11:45-12:15 pm **Bus Transport to Lunch at Hilton Garden Inn**

12:15-1:30 pm **Montana Grown Luncheon** – Location: Glacier Ballroom, Hilton Garden Inn

1:30-2:00 pm **Bus Transport to Red Lion Hotel**

2:15-3:30 pm **Concurrent Break-Out Sessions & Field Trip**

- **Getting The Most From Your Media Dollars** – Presenters: Panel; Room: TBD
Montana Office of Tourism and its media agency, Spark Communications, introduces attendees to the current media environment, how to determine best buys, maximize performance, and hold your media efforts accountable.
- **Montana Tourism Sales Intensive (MTSI) – Part 2-** Presenter: Stuart Ellis-Myers, Uniquely Speaking, Inc.; Room: TBD
(Continuation of 10:30 am session)
- **Guest Ranch Operators International Market Seminar** - Presenter: Gary Schluter, Rocky Mountain Holiday Tours, Fort Collins, CO; Room: TBD
This session answers these questions: Are you booking to your fullest potential? How to leverage the International Visitors: who to partner with, how to price, and how to profit? A group participation seminar!
- **Where's the \$ for Tourism-Related Projects?** - Presenters: Panel; Room: TBD
(Repeat of 10:30 am session)
- **Sustainable Tourism Workshop (cont'd from Thurs. am workshop) – Responsible Purchasing** Trainers: Heather Burdette, Yellowstone Business Partnership, Deb Friedel, Delaware Parks North, Beth Pratt, Yellowstone National Park Lodges/Xanterra; Room: TBD
This session focuses on evaluating purchasing practices and policies and gaining vendor cooperation in responsible purchasing, including group letter composition and regional results in getting more product lines
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3:30-4:15 pm **Refreshment Break** - Room: Exhibitor's Area

4:15-5:30 pm **Concurrent Break-Out Sessions & Field Trip**

- **Getting The Most From Your Media Dollars** – Presenters: Panel; Room: TBD
(Repeat of 2:15 pm Session)
- **Hardwiring Employee Engagement** – Presenter: Wendy Samson, FutureSync, Intl, Billings, MT; Room: TBD
Workforce training expert Wendy Samson knows that highly engaged managers create highly engaged employees who create highly engaged customers. In this session, she'll help you learn how to unleash employee engagement and will make the case for engagement being the strongest link to customer purchase/repurchase decisions.
- **Montana's Visitors: Who's Coming, What's Changed?** – Presenters: Norma Nickerson, Ph.D., Director, and Kara Grau, M.S., Institute for Tourism and Recreation Research, University of Montana, Missoula, MT; Room: TBD
Three new research studies provide a window into understanding the current nonresident visitor to Montana. Summer visitor statistics from 2009 are the highlight and compared to 2005 visitor data. Two visitor segments are emphasized: 1) geotravelers and their preferences while traveling in Montana, and; 2) preliminary results of the on-going Alpine ski/snowboarder economic and visitor characteristics study.
- **Montana Indian Country Cultural Tourism Opportunities** – Presenters: Panel; Room: TBD
The variety of cultural tourism opportunities available for visitors to Montana's Indian Country are highlighted: guided tours, public events, outdoor recreation, and more.
- **Sustainable Tourism Workshop (cont'd from Thurs. early pm workshop) – Energy Efficiencies** Trainers: Heather Burdette, Yellowstone Business Partnership, Deb Friedel, Delaware Parks North, Beth Pratt, Xanterra/Yellowstone National Park Lodges; Room: TBD
This session provides examples of energy tracking worksheets and strategies for improving efficiencies, including success stories among *UnCommon Sense* grads to reduce overall energy usage
- **Conrad Mansion Field Trip** (requires pre-registration, 30 person limit, transportation provided) - Location: Conrad Mansion National Historic Site, Kalispell, MT
Kalispell is best known for the Conrad Mansion Museum – the most beautifully preserved pre-1900 mansion in Montana. Original family furnishings are located throughout the 26 rooms (including three bathrooms) allowing visitors to experience the elegance of a bygone era.

5:30-7 pm **Socializing Reception** – Room: Exhibitor's Area

7-9 pm **Montana Tourism Awards Banquet** –
Banquet Sponsor: Glacier Park, Inc.
Wine Sponsor: Certified Folder Display Services, Inc.
Room: Grand Ballroom

9-10 pm **Entertainment** – Singing Sons of Beaches Stage Show

Friday, April 9, 2010

7 am **Conference Registration** - Room: Registration Desk, Exhibitor's Area

8:30-9:45 am **Feature Presentation: 2010 Tourism Outlook & Travel Trends** –

Presenter: Suzanne Cook, Sr. Vice President for Research, US Travel Association, Washington, DC; Room: Grand Ballroom

The nation's top travel research specialist, Dr. Suzanne Cook, brings us the latest information on world travel trends and the current situation, and what 2010 holds for tourism in Montana and the country.

9:45-10:30 am **Refreshment Break** - Room: Exhibitor's Area

10:30-11:45 am **Concurrent Break-Out Sessions & Field Trip**

- **Social Media and Your Business** – Presenters: Panel of Montana Social Media Users; Room: TBD (Repeat of Thurs am session)
- **Hardwiring Employee Engagement** – Presenter: Wendy Samson, FutureSync, Intl, Billings, MT; Room: TBD (Repeat of Thurs pm session)
- **Montana's Visitors: Who's Coming, What's Changed?** – Presenters: Norma Nickerson, Ph.D., Director, and Kara Grau, M.S., Institute for Tourism and Recreation Research, University of Montana, Missoula, MT; Room: TBD (Repeat of Thurs pm session)
- **Indian Country Cultural Tourism Opportunities** – Presenters: Panel; Room: TBD (Repeat of Thurs pm session)
- **Glacier National Park Through the Years** – Presenter: Deirdre Shaw, Glacier National Park Archivist/Historian, West Glacier, MT; Room: TBD
Take a "virtual tour" through Glacier Park's history with images and stories.
- **Conrad Mansion Field Trip** (requires pre-registration, 30 person limit, transportation provided) - Location: Conrad Mansion National Historic Site, Kalispell, MT
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11:45-12:15 pm **Bus Transport to Lunch at Hilton Garden Inn**

12:15-1:30 pm **Montana Grown Luncheon & Conference Closing**– Location: Glacier Ballroom, Hilton Garden Inn

1:30-2:00 pm **Bus Transport to Red Lion Hotel**

For more conference details, click on the links below:

- 2010 Conference Agenda
- [Registration Forms](#)
- [Conference Presentations](#)

- [Sponsor & Exhibitor Opportunities](#)
- [Lodging & Visitor Services](#)
- [Tourism Awards](#)
- [Conference Archives](#)